

## Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
-----230508Z 001241 /13

R 221340Z MAY 77  
FM AMCONSUL DHARAHAN  
TO USDOC WASHDC  
AMEMBASSY ATHENS  
AMEMBASSY DAMASCUS  
AMEMBASSY JIDDA  
AMEMBASSY KUWAIT  
INFO SECSTATE WASHDC 5452

UNCLAS SECTION 1 OF 2 DHAHRAN 0590

E.O. 11652: N/A  
TAGS: BEXP, SA  
SUBJECT: PROCESS CONTROLS SEMINAR MISSION

REF: STATE 109580

1. POST HAS CONSIDERED CONTENTS OF REFTEL CARE-FULLY. PROPOSAL TO SEND A PROCESS CONTROLS TRADE MISSION TO SAUDI ARABIA IS WELL WORTH CONSIDERING AND WE ARE DELIGHTED USDOC IS TAKING THE INITIATIVE TO PLAN TRADE PROMOTION EVENTS WITH A STRONG TECHNOLOGICAL CONTENT. RECENT EDP SEMINAR WAS AN EXAMPLE AND ONE THAT APPEALED TO SAUDIS WHO ARE MAKING STRONG DRIVE TO BECOME AN IMPORTANT INDUSTRIAL COUNTRY IN FUTURE. THAT FUTURE, AS SAUDIS WE TALK WITH FREELY ADMIT, IS STILL IN DISTANT FUTURE. CONSEQUENTLY WE RECOMMEND THAT CONSIDERATION BE GIVEN TO TRADE PROMOTION VEHICLE IN PROCESS CONTROLS FIELD THAT WILL BE AIMED AT DEVELOPING A MARKET AND WILL RIVET ITS ATTENTION ON US SOURCES OF SUPPLY IN FUTURE.  
F2. AS POST HAS COME TO BETTER UNDERSTAND THE SAUDI MARKET FOR PROCESS CONTROLS, IT CAN NOW ADVISE USDOC TO CONSIDER THAT (A) SAUDI ARABIA HAS ONLY JUST ENTERED ONTO THE THRESHOLD OF IND-UNCLASSIFIED

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USTRIAL DEVELOPMENT; AND (B) ITS INDEPENDENCE IN SELECTING PROCESS CONTROLS MAY BE A DECADE AWAY. TO EXPLAIN, INDUSTRIAL SECTOR OF EASTERN PROVINCE, OUTSIDE OF ARAMCO, CEMENT PLANT, AND FEW TINY INDUSTRIAL PLANTS, IS LARGELY CREATION OF LAST HALF DECADE. THOSE RECENTLY CONSTRUCTED PLANTS AND THOSE ABUILDING ARE MOSTLY JOINT VENTURES WHICH ARE MANAGED BY NATIONALS OF FOREIGN JOINT VENTURE PARTNERS WHO PRO-

VIDE TECHNICAL KNOW-HOW FOR INDUSTRIAL ENTERPRISE.  
SELECTION OF PROCESS CONTROLS, NOT SURPRISINGLY, IS MADE BY  
FOREIGN PARTNER IN LEAGUE WITH INDUSTRIAL DESIGN COMPANIES  
LOCATED OUTSIDE SAUDI ARABIA.

3. MULTI-BILLION DOLLAR PETRO-CHEMICAL INDUSTRIAL PROJECT  
ATYRKEBIL HOLDS BRIGHT PROSPECTS FOR US PROCES CONTROL  
COMPANIES. THIS IS FAR IN FUTURE AND IF FOREIGN JOINT  
VENTURE PARTNER IS US COMPANY -- WHICH MORE OFTEN THAN  
NOT APPEARS WILL BE THE CASE - SPECS OF INDUSTRIAL  
PLANT WILL FAVOR U.S. SUPPLIERS. IN ANY CAE THE  
DRAWING UP OF SPECS FOR THESE MAJOR PROJECTS ARE BEING  
DONE BY INDUSTRIAL ENGINEERING COMPANIES OUTSIDE OF  
SAUDI ARABIA. FOR EXAMPLE, SHELL USA HAS COMMISSIONED  
FLUOR TO DO ENGINEERING DESIGN FOR ITS PROPSOED PETRO-  
CHEMICAL PLANT AT JUBAIL AND IT SEEMS CERTAIN SPECS WILL  
CALL FOR US PROCESS CONTROLS. FACT OF SITUATION, SO FAR  
AS IT APPLIES TO THIS PART OF SAUDI ARABIA, IS THAT US  
TRADE MISSION SEEKING SALES FOR JUBAIL PROJECTS WOULD BE  
BETTER ADVISED TO MAKE CALLS IN US ON FLUOR, BECHTEL, FOSTER-  
WHEELER, ETC. AND THEIR COUNTERPARTS IN JAPAN, NETHERLANDS, AND  
GERMANY. SAUDI ARABIA AND HER ENGINEERS AND TECHNICIANS  
WILL SOMEIDAY FIGURE IN PROCESS CONTROL PROCUREMENT  
DECISIONS BUT THAT DAY APPEARS TO BE SO FAR AWAY AS TO BE  
OF LITTLE IMMEDIATE SIGNIFICANCE TO TRADE MISSION  
(WITH OR WITHOUT SALES SEMINAR) OF THE KIND SUGGESTED IN  
REFTEL.

4. FOREGOING ASIDE, POST CONTINUES SEE SOME MERITNNN SENSITIZING  
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MARKET HERE FOR FUTURE SALES OF PROCESS CONTROLS (SEE DHAHRAN 0067).  
IT NOW URGES, HOWEVER, THAT USDOC ORGANIZE CATALOG SHOW AND  
ONE-MAN TECHNICAL SEMINAR IN PLACE OF TRADE PROMOTION EVENT  
PROPOSED IN REFTEL. USING MARKET SEEDING APPROACH,  
LITERATURE OF US PROCESS CONTROL COMPANIES WOULD BE ON  
DISPLAY (PERHAPS WITH FEW WORKING EXHIBITS) AS BACKGROUND  
TO LECTURE GIVEN BY LEADING US CONSULTANT IN FIELD OF PROCESS  
CONTROLS. HE WOULD, (WITH AUDIO-VISUAL MATERIAL)  
EXPLAIN THE STATE OF THE ART TO SAUDI IMPORTERS AND THEIR  
TECHNICAL MANAGERS. PURPOSE OF CATALOG SHOW WOULD BE  
TO (A) ESTABLISH US TECHNOLOGICAL LEADERSHIP IN MIND  
OF MARKET; (B) IDENTIFY THOSE COMPANIES WHICH WOULD BE  
GOOD AGENCY CANDIDATES; AND (C) KEEP AHEAD OF THE COM-  
PETITION BY SHOWING OUR WARES. CONSULTANT WOULD SERVE  
DOUBLE ROLE OF MARKETING ADVISOR WHO WOULD ADVISE ON  
WHEN TO PROGRAM SLAES SEMINAR SUGGESTED IN REFTEL.

5. AS FRANK COMMENT, POST JUDGES TECHNICAL SALES  
SEMINAR, OF KING DISCUSSED IN REFTEL, TO BE MOST

DIFFICULT OF TRADE PROMOTION EVENTS TO PROGRAM IN  
LDC. ATTENDANCE AT SUCH A SEMINAR WOULD BE MADE UP OF A  
VARIETY OF INDIVIDUALS IN TERMS OF EXPERIENCE, BACKGROUND, AND  
TECHNICAL UNDERSTANDING OF SUBJECT. AS CONSEQUENCE,  
QUESTION TIMES ARE QUITE LETHAL AS LITTLE DIALOGUE IS  
GENERATED BETWEEN SEMINAR MEMBERS AND THEIR AUDIENCE.

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
-----230508Z 001178 /13

R 221340Z MAY 77  
FM AMCONSUL DHAHRAN  
TO USDOC WASHDC  
AMEMBASSY ATHENS  
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INFO SECSTATE WASHDC 5453

UNCLAS SECTION 2 OF 2 DHAHRAN 0590/2

FURTHERMORE, WE HAVE FOUND THAT SEMINAR PAPERS ARE OFTEN  
DULL, UNEVEN IN QUALITY, AND OFTEN TOO SPECIALIZED TO BE  
USEFUL TO GENERAL AUDIENCE WHICH WOULD BE INVITED TO  
ATTEND SEMINAR OF TYPE OUTLINED IN REFTEL. WHAT THIS MARKET  
REQUIRES IS A LECTURER WHO INTRODUCES THE SUBJECT WITH  
AN ELEMENTARY DISCUSSION AND THEN CARRIES HIS AUDIENCE  
TO A POINT THAT IT RECOGNIZES THAT US HAS THE LEADERSHIP  
IN THE FIELD. ADDITIONALLY, DHAHRAN IS HOME OF THE  
UNIVERSITY OF PETROLEUM AND MINERALS AND WLL PRESENTED  
CATALOGUE AND LECTURE SHOW WOULD UNDOUBTEDLY DRAW GOOD

RESPONSE FROM THE POTENTIAL SOURCE OF FUTURE SAUDI  
ENGINEERS AND ADMINISTRATIONS. THEREFORE, POST WISHES A TRADE PRO-  
MOTION EVENT WHICH SENDS EACH SPECTATOR AWAY SAYING TO  
HIMSELF "THE US UNDOUBTEDLY PRODUCES WHAT WE WANT....  
WHEN THE TIME COMES TO BUY IT."

6. POST WOULD APPRECIATE HEARING FROM OTHER  
ADDRESSEES AS TO THEIR VIEWS ON UTILITY AND SUITABILITY  
OF CATALOG SHOW WITH TECHNICAL EXPERT IN THEIR MARKETING AREAS.

IN VIEW OF POST'S HESITATION OVER HOSTING SALES SEMINAR AS SUGGESTED  
IN REFTEL, IT WISHES NOT TO PURSUE MATTER FURTHER UNTIL  
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(A) SUGGESTION OF CATALOG SHOW IS GIVEN CAREFUL AND  
THOROUGH CONSIDERATION AND (B) SUBJECTS OF SALES SEMINAR  
PAPERS AND MEMBER SHIP OF TRADE MISSION ARE RECEIVED TO  
SEE IF THEY WILL INTEREST MARKET.

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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009